

The DALLAS Magazine

Official Publication of the Dallas Chamber of Commerce

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JANUARY, 1931

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SEASON » « COMMITTEES FOR 1931 » « WHO'S WHO IN THE DALLAS
CHAMBER » « MONTHLY STATISTICS » « GIVE LIBERALLY, BUT WISELY

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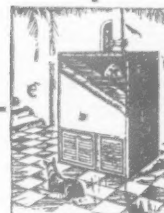
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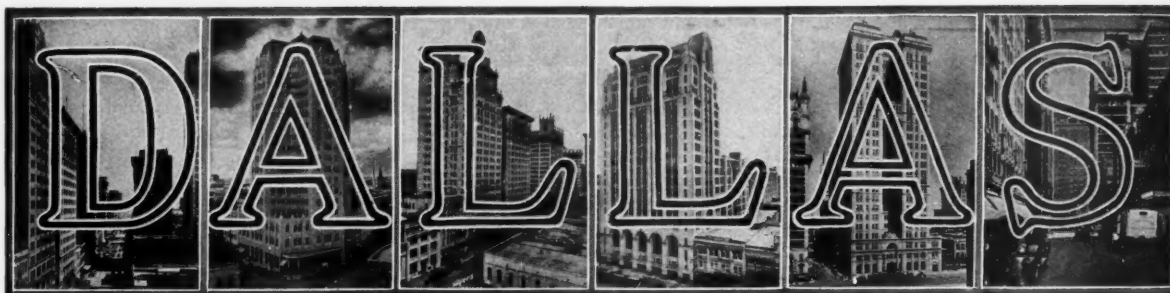
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THE DALLAS MAGAZINE, JANUARY, 1931



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 10

JANUARY, 1931

Number 1

DALLAS, A City of Culture

By ELMER SCOTT

THE annual report of president Kramer of the Dallas Chamber of Commerce makes significant reference to Dallas as a cultural center. In other words, Dallas has arrived at that new high level among great urban centers where it offers itself to the world as a most agreeable place to live in as well as to work and make money in.

In art—for example—Dallas takes the lead in the entire Southwest. Not only are its resident artists well known nationally, but the encouragement of art appreciation and production is given impetus through the Dallas Art Association and the Dallas Art Institute.

According to statistics of a leading national distributor, Texas uses more paints and artist's materials than any other state in the Union. This statement will probably surprise those who have thought of Dallas only as a commercial center.

The desire to express the love of the beautiful in those forms of painting and sculpture known as the fine arts, very definitely proved by the demand for artist's materials all over the state, would indicate that we are becoming culture conscious, and it would not be surprising if this branch of learning keeps pace with the rapid stride of other educational activities within the state.

In direct response to this need, the Dallas Art Institute, a non-profit educational organization affiliated with the Dallas Civic Federation, takes steps to expand its service to every section of the

Southwest. This will bring to Dallas a number of young men and women, interested in the study of commercial art or some phase of the fine arts, who otherwise might have gone to the North or East for training.

The Dallas Art Institute is the only exclusive incorporated art school south of St. Louis. For more than five years it has been in successful operation by its founders, Olin and Katherine Hail Travis, who came to Dallas from the Chicago Art Institute where they were instructors.

In a recent issue of *The Art Digest*, New York, under the heading "A Man from Texas," Olin Travis receives splendid recognition in the form of praiseworthy criticism of his paintings on exhibit in New York. He is spoken of as the first artist in the entire South to break with tradition and to branch out in a new and national way.

With the expansion of the Dallas Art Institute, came Charles F. McCann, as head of the Department of Commercial Art. Mr. McCann is a contribution to business as well as artistic circles of Dallas. Honor graduate of Cleveland School of Art. Winner of Gottwold Traveling Scholarship. Studied with Hoffman in Germany, with Prof. Tonks in Paris, at Slade University in London. And a background of practical experience as commercial artist and illustrator for numerous American newspapers and magazines.

In an effort to better understand the

particular needs of business for commercial art in this territory, the institute recently invited all of the producing commercial artists of Dallas to exhibit in the galleries of the school. Twenty-four artists responded with drawings and reproductions of pictures used by Texas firms.

"We feel," says Mr. McCann, "that this cooperation is very helpful to us in preparing students to meet the future demands for illustrative pictures in this territory."

"The steady growth of the school," says Olin Travis, Director, has been in response to a positive need in the Southwest, where there are distinct possibilities for a new, individual note in artistic expression."

Some of the chief aims of the institute, he says, are the discovery of new talent, the encouragement of patronage of local art and the steady effort to make the community conscious of the benefits that will accrue to it through an understanding of art in all its phases.

The need of manufacturers and certain branches of industry for original and new designs, as well as the demand of advertisers for attractive and effective pictures to illustrate their service or wares, gives the Dallas Art Institute a very definite place in the commercial interests of Dallas.

The Dallas Art Institute offices and studios are located in the Civic Federation of Dallas buildings, 2419 Maple Avenue, telephone 7-1567.

Proof of Dallas Progress

HISTORY: Founded in 1841, incorporated in 1871, incorporated area in 1930, 45.1 square miles, 33rd in population in 1930.

EXPORTING: Only ten States exceeded Dallas in value of exports in 1930; handles 3,000,000 bales of cotton each year; 162 firms do business in foreign countries.

TRANSPORTATION: Nine trunk line railroads and six interurbans; steam lines operate 110 passenger trains 189 package cars and 242 express and mail cars daily. Dallas ranks first in per capita express and 14th in total express business.

EDUCATION: 147 schools, including 60 elementary, 7 high and 80 private; 1929 scholastic census 59,340; 1292 public school teachers.

PARKS AND PLAYGROUNDS: There are 4,419.04 acres in parks and playgrounds; 13 golf courses, of which 4 are municipal; 72 tennis courts; 31 baseball diamonds; 27 wading and swimming pools; 34 basketball courts; 60 different parks of which 54 are equipped with playground apparatus.

POLICE AND FIRE DEPARTMENTS: Fire department has 50 pieces of equipment, 23 fire stations; 675 alarm boxes and 390 men; there are 291 policemen in the various branches of that department.

HOTELS: There are 130 hotels here, with guest capacity of 20,000, representing an investment of \$30,000,000.

AMUSEMENTS: Dallas has 39 theaters with a total seating capacity of 30,500.

STREET CARS: Fifty-nine million persons rode Dallas street cars during 1930,

over 124.6 miles of trackage. The railway operates 26 busses.

CLIMATIC CONDITIONS: 510 feet above the sea; average rainfall, 37 inches; average temperature, 65.4 degrees.

AUTOMOBILING: Dallas has 365 miles of paved streets; 400 miles of paved highways in county and 600 miles of surfaced roadways.

MANUFACTURING: Dallas has 675 factories within a six-mile radius of the city.

RETAILING: 3,621 retail establishments employ 22,000 with an annual payroll of \$32,000,000.

WHOLESALE: One of the first fifteen jobbing centers of the Nation; fifth in distribution of dry goods; third in distribution of farm implements; first in cotton gins, cotton seed products, saddlery and harness; 500 wholesale houses employ 5,000 salesmen.

	Manufacturing	Retail	Wholesale	Motor Vehicles	Assessed Valuation	Postal Receipts
1900.....			\$ 54,055,000		\$ 23,016,600	\$ 197,182
1910.....			125,000,000		74,743,495	687,884
1915.....					118,663,175	1,073,678
1920.....	\$116,160,150	\$250,000,000	600,000,000	27,248	175,598,875	2,365,913
1921.....	87,120,113	190,000,000	450,000,000	33,735	192,982,875	2,394,458
1922.....		200,000,000	500,000,000	39,847	188,272,150	2,650,729
1923.....	114,698,847	210,000,000	700,000,000	51,000	196,033,925	3,010,318
1924.....	142,867,363	230,000,000	787,500,000	56,683	209,810,675	3,105,328
1925.....	161,120,725	250,000,000	800,000,000	64,574	224,517,275	3,455,166
1926.....	163,000,000	250,000,000	800,000,000	70,500	240,825,000	3,762,027
1927.....	167,890,000	255,000,000	840,000,000	71,210	246,747,700	3,855,787
1928.....	164,300,000	262,000,000	882,000,000	78,024	270,348,075	3,970,957
1929.....	169,110,000	265,000,000	881,500,000	82,004	276,682,125	4,025,062
1930.....	164,173,000	251,000,000	846,240,000	83,641	289,083,300	3,897,908
	Building *Permits	Bank Clearings	Bank Debits	Bank Deposits	Bank Resources	
1900.....	\$ 674,471				\$ 7,251,000	
1910.....	3,196,030				26,537,140	
1915.....	3,422,512	\$ 356,300,598		\$ 30,187,446	43,399,929	
1920.....	13,755,219	1,868,685,312	\$2,181,901,000	94,354,637	134,829,703	
1921.....	15,000,206	1,301,332,809	1,749,401,000	92,508,244	119,017,704	
1922.....	20,622,000	1,419,062,303	1,865,514,000	116,452,733	141,972,488	
1923.....	20,988,469	1,865,414,000	2,065,244,000	128,829,981	152,914,761	
1924.....	30,650,564	2,208,734,872	2,178,745,000	147,991,873	174,165,194	
1925.....	34,849,558	2,556,829,920	2,626,514,000	148,130,347	176,772,476	
1926.....	20,495,141	2,518,137,650	2,537,489,000	135,612,595	170,928,076	
1927.....	12,053,333	2,645,992,040	2,620,377,000	158,623,374	195,976,995	
1928.....	16,392,740	2,775,500,725	2,868,258,000	177,419,579	218,339,260	
1929.....	15,157,796	2,881,787,579	3,133,816,000	167,919,902	211,429,178	
1930.....	19,285,559	2,122,365,126	2,641,178,000	162,331,219	201,427,329	
	Light Meters	Telephone Connections	Gas Meters	Water Meters	*Population	Scholastic Census
1900.....		2,459			68,372	6,783
1910.....		14,667	8,743		92,104	16,596
1915.....		25,307	21,069		130,516	21,512
1920.....	31,727	36,159	31,341	30,731	189,284	33,006
1921.....				34,260	201,088	35,437
1922.....	39,471	44,363	39,826	38,233	215,498	35,833
1923.....	45,100	48,600	44,992	42,658	232,156	39,160
1924.....	49,823	53,706	51,166	46,510	248,800	41,028
1925.....	55,007	60,565	57,107	51,542	264,534	43,825
1926.....	59,006	65,176	62,328	54,264	280,000	46,676
1927.....	61,173	67,035	64,664	56,162	290,000	47,411
1928.....	63,056	68,701	66,304	56,196	300,000	48,572
1929.....	65,103	69,301	66,880	58,142	308,000	53,766
1930.....	65,898	69,732	67,308	61,048	319,889	59,340

*For Greater Dallas



Grand Opera Season

FAIR Park Auditorium will be resplendent with the light of many operatic stars, acclaimed in most of the countries of the world when the Chicago Civic Opera Company presents "Mignon" on February 18th and "Die Walkuere" on February 19th.

An artist who has received high praise without ever having studied or sung outside of the United States is Coe Glade, young contralto, who will have the title role in "Mignon." She has beauty of voice and person, dramatic talent and a technical intelligence. Few pretty women lay claim to literary tastes, but Coe Glade says she likes, among novelists, Flaubert, Hardy, Sterne, Tolsoy and Anatole France; among philosophers, Santayana; among poets, Poe, Catullus and Virgil.

The career of Tito Schipa, who will sing the role of Wilhelm in "Mignon," is a story of natural talent finding itself despite obstacles. After having achieved triumph in his own country, Italy, he toured Spain and South America. In

Spain he conducted the orchestra when his works were played before King Alfonso, who presented Schipa with a medal in token of his pleasure.

The year 1930 opened for the singer with a command performance before the King of Italy on the occasion of the wedding of Crown Prince Humbert and Princess Marie Jose of Belgium. At the conclusion of his engagement with the Chicago Civic Opera Company last season he went to Italy where he sang in operas and concerts. May found him en route to Buenos Aires where he enjoyed a huge success in a two months' season at the Colon. The itinerary included Santiago de Chile.

The Italian government has just conferred on him one of its highest decorations—that of Knight Commander of the Crown of Italy, and not long before Portugal had made him Knight Commander of the Order of Christ.

Margherita Salvi, Spanish coloratura soprano, who takes the part of Filina in

"Mignon," is an example of what a woman can do in the twentieth century without becoming a "new woman." Educated as a Castilian gentlewoman in Madrid, the center of old world conservatism, she knows nothing of athletics and higher education.

Instead she learned to sew and embroider. Even her musical training was in the rigid Spanish tradition; and her greatest successes were scored at Barcelona and the Royal Opera at Madrid, where the most rigid standards are in force.

By the gifts of fortune this young woman, who began life as a Spanish lady in the seclusion of home, has become one of the most traveled of grand opera stars. Though still in her early twenties her contracts have taken her to all parts of the world where opera singers find it worth while to go. She has sung in Florence, Venice, Rome, Naples, Genoa, Milan, Parma, Paris, Monte Carlo, Deuville, The Hague, Zurich, Bucharest,
(Continued on page 20)

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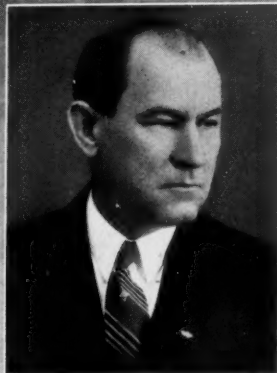
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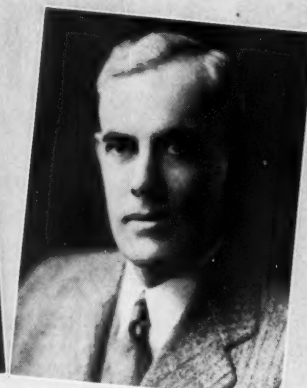
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Dr. James Q. Dealey
(Continued on page 21)



John E. King



Harry Withers



Allen Merriam



Lewis W. Bailey

WHO'S WHO . . . in the Dallas Chamber of Commerce

EDITOR'S NOTE: In order that the members of the Dallas Chamber of Commerce may become more familiar with brother members, this magazine will publish each month on this page short sketches of four of them.

Allen Merriam

If Allen Merriam had been writing on "space rates" when he compiled a biography of himself at the request of this magazine, he would be fighting for a place at the head of the line in front of a Salvation Army soup kitchen.

"What we want you to do, Mr. Merriam," editor Gene Wallis suggested, "is to fix up a biography of yourself, just like you have on file in the 'morgue' about other Dallas People.

"Then one of your reporters can put it in shape for the next issue of *Dallas*."

Approximately, here is the biography, or rather autobiography:

"Merriam, Allen—born on farm near Macomb, Ill.; attended Kansas State Agricultural College and University of Kansas, but didn't graduate, due to lack of funds; entered newspaper work by accident, later worked on papers in Kansas City, Memphis, New Orleans and San Antonio; being managing editor of *The Daily Times Herald* since 1923; have wife and two daughters."

Now, based on space rates at \$3 per column, the above contribution is worth just about a cup of coffee and a doughnut.

But editor Wallis ordered a \$3 story about Mr. Merriam—on the same column-pay basis, though he failed to promise, even the coffee and doughnut.

The *Times Herald* M. E. spent seventeen years on an Illinois farm, as set out

(Continued on page 15)

Harry C. Withers

"Do Your Work As Well As You Can And Be Kind."

The above is one of the several inspirational framed mottos which appear in the editorial rooms of *The Dallas Journal* and *The Dallas Morning News*. Whether by chance or by purpose this particular one has been placed under the photograph of Harry Clay Withers, managing editor of *The Journal*. But to those who know and work with that official, a more fitting inscription could not have been selected.

Hard work is one of the paramount requisites for working under Mr. Withers, but he does not allow that virtue to become a burden by over briskness on the part of subordinates. In other words, one must be efficient without being

(Continued on page 14)

• • •

John E. King

Let it be said, at the outset, that the taciturnity of the managing editor of *The Dallas News* was a legend before the nation became Coolidge-conscious. When the Gentleman from Massachusetts moved to Page One by virtue of Vermont laconism, the *News* staff remarked how much he resembled John King. Further likenesses were noted in the deep lines from the nose and in the grim, tight lips.

(Continued on page 12)

Lewis W. Bailey

Those thousands who read his editorials in *The Dallas Dispatch* daily might never have met Lewis W. Bailey, editor, but they are bound to know him intimately through the contributions from his typewriter.

They read and feel the human touch that only Bailey can approach. They are stirred. Revolt against the wrong, sympathy for the right, thought for the speculative—all arouse expression in the reader. This sane and sensible editor has fought his way to recognition through the newspaper's most powerful weapon, the editorial.

The personal makeup of this newspaper man finds expression in his writing. In his dealings with the men on his staff he is ever trying to avoid favoritism. He is brief in his conversation. He speaks tersely and with meaning. His personal character breathes the character of *The Dallas Dispatch*.

"Write the paper for the benefit of 90 per cent of the people instead of for 10 per cent of them. Everyone should understand the printed material. A newspaper is a mirror reflecting public happenings. Place the mirror before the public and if they find dirt, it is up to them to wipe it clean," Bailey expresses his opinion on how a newspaper should be run.

Although Bailey has been in the newspaper business for years he is not the bul-

(Continued on page 16)



Dallas

Official Organ of the Chamber of Commerce
Published Monthly
E. C. WALLIS, EDITOR
EARL V. BATEMAN, BUSINESS MANAGER
Vol. 10 JANUARY, 1931 No. 1

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EDITORIALS

What of 1931?

What of 1931? It should be a much better year than 1930, men of broad experience are saying. Washington holds that the business curve will move steadily upward. Some unpleasant situations must be cleared up, particularly the strange spectacle of abnormal unemployment in the midst of plenty. 122,000,000 citizens of this land are still consuming and living to the highest standards ever known to the world. They will continue to work, eat, play, buy. The cycle of time will eventually move back to general good times. Then we'll discover that many of the gloomy rumors of 1930 were entirely uncalled for.

In the meantime, let's you and me be not one of the uninformed, credulous gloomy rumor mongers who has not the good sense to keep quiet until the facts are positively proven.—*Times Herald.*

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

	BANK CLEARINGS		BANK DEBITS	
	1929	1930	1929	1930
January	\$265,365,726.24	\$207,852,872.08	\$287,306,000	\$249,792,000
February	220,677,360.88	177,426,932.40	235,300,000	210,891,000
March	243,485,065.89	190,336,355.97	271,141,000	280,475,000
April	228,307,179.67	173,552,526.66	248,497,000	237,646,000
May	216,624,833.08	169,373,159.89	233,971,000	204,548,000
June	195,818,474.36	161,405,438.23	217,138,000	192,763,000
July	216,056,756.41	160,236,652.31	223,645,000	188,529,000
August	220,008,508.00	155,351,696.51	237,562,000	190,588,000
September	261,650,607.88	191,975,911.32	267,390,000	221,860,000
October	305,794,072.78	197,420,183.53	334,837,000	245,193,000
November	242,138,337.39	163,408,483.33	283,386,000	190,377,000
December	265,860,631.04	174,024,914.81	293,643,000	228,246,000
Total	\$2,881,787,579.62	\$2,122,365,126.84	\$3,133,816,000	2,641,178,000

	BUILDING PERMITS		POSTAL RECEIPTS	
	1929	1930	1929	1930
January	\$ 880,453	\$ 535,830	\$ 328,109.57	\$ 329,647.47
February	467,022	589,012	326,162.35	327,262.42
March	1,708,728	795,645	357,601.65	327,534.36
April	1,294,212	1,034,935	325,033.60	334,307.28
May	570,880	569,997	345,126.00	322,891.54
June	469,550	664,975	295,462.39	299,792.10
July	416,940	1,314,702	298,382.42	285,853.18
August	501,331	941,165	325,046.00	291,150.22
September	768,992	1,920,910	346,611.40	335,235.91
October	1,651,175	609,942	392,430.17	65,707.14
November	531,217	883,827	355,921.10	289,019.51
December	532,714	1,275,638	429,275.32	389,506.98
Total	\$15,157,796	\$19,285,559	\$4,025,062.37	\$5,897,908.11

	GAS METERS		TELEPHONES	
	1929	1930	1929	1930
January	66,401	66,909	68,732	69,340
February	66,480	67,048	68,752	69,390
March	66,520	67,099	68,902	69,440
April	66,601	67,041	68,962	69,492
May	66,652	67,090	69,021	69,536
June	66,681	67,111	69,048	69,552
July	66,711	67,142	69,113	69,601
August	66,764	67,174	69,180	69,632
September	66,802	67,201	69,230	69,658
October	66,831	67,228	69,264	69,680
November	66,851	67,259	69,294	69,701
December	66,880	67,308	69,301	69,732

*Includes Public Utility Construction.

Give Liberally ... But Wisely, Better Business Bureau Urges

By WESLEY GILLILAND
Manager, Better Business Bureau of Dallas, Inc.

THOUSANDS of dollars are taken from business men in this territory every year by means of fraudulent and near-fraudulent solicitation schemes. "Moochers" for year books "Trade" directories, proposed magazines, benefit balls, concerts and charity propositions in general, annually pocket all or a heavy percentage of the money collected and boast of the ease with which it was obtained.

For years it has been the custom to solicit funds for charitable enterprises from business men, who have become so accustomed to taking care of the needs within their city that they reach down into their pockets at the least suggestion of the word charity. Because there is no possibility of monetary gain or return of the principal from this character of investment, little time is taken by many to ask for particulars with reference to the solicitation. Without investigation they give, in the hope that their funds will get into the legitimate channels for which they were intended.

With such careless giving it is only natural that many doubtful propositions have sprung up and flourished, posing as charitable organizations and preying upon generous business houses. It is to be expected that men and women, who have a distaste for hard work, should follow

this game as a racket and become expert artists in the art of begging. This tribe has learned through long experience to take most any pretext and, with the aid of their fertile imagination, conjure a fanciful though fictitious appeal calculated to loosen the puckering strings of the charity budget bag. They travel from one community to another, changing locations as often as necessary to avoid prosecution or other difficulties.

In our investigations of charitable solicitations we regularly uncover unfair and fraudulent ones of all kinds and are directly responsible for stopping scores of them every year. If the average donator knew how many fraudulent and unfair solicitations are made in Dallas every month, he would give more concern to those to which he responds.

Souvenir Programs and Year Books Often Objectionable

A common method of raising money is by selling advertising space in a souvenir program or special edition. Often the publications are issued to commemorate some annual or occasional event and include everything from school annuals to labor union editions. These are probably the most difficult kinds of solicitations with which business and professional men have to deal.

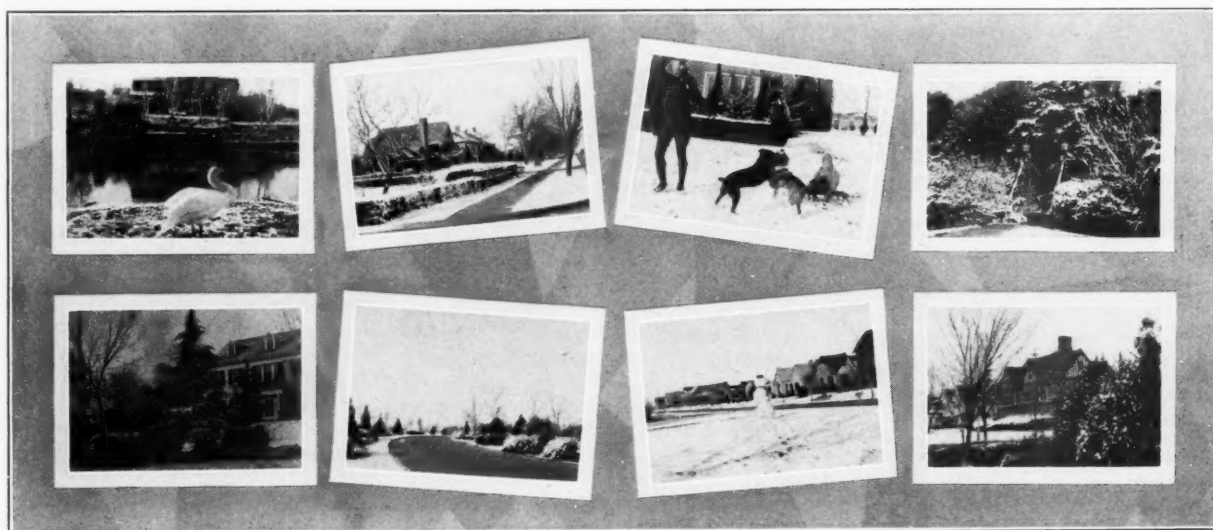
All of these enterprises have one fea-

ture in common; the appeal to the advertiser involves something more than pure advertising value. There may be an appeal to the spirit of loyalty to city, neighborhood, organization, or trade craft. There may be the suggestion that the publication is not only necessary, but also that the profits (if any) go to the support of the organization; and an obligation to support its purposes is implied if not directly urged. In ninety-nine out of every hundred of such publications, a thorough analysis of the advertising value "per inch per thousand" would show the space very costly as compared with the rate of regular advertising media. Very often no definite guarantee of circulation is made or even promised and our investigations have many times disclosed that only a sufficient number were printed to distribute to advertisers.

Eliminating the Waste

Many of the organizations are worthy and some of the publications are necessary, and since the so-called "good will value" of such publications is always over-emphasized, and rarely exists, wouldn't it be much better to omit the pages devoted to advertising, substituting therefor a single page listing the sponsors who have made it possible. It could be produced at a fraction of what it would otherwise cost

(Continued on page 22)



Scenes in Dallas During the December Snow.



Atlas Metal Buildings
for Every Building Need
Atlas Metal Works
Dallas, Texas



Hunter-Hayes Co.
Southwestern Representatives
DALLAS HOUSTON SAN ANTONIO

FRED L. LAKE & CO., Inc.
Rubber Stamps



STENCILS
SEALS
METAL
CHECKS

1015 Elm St.
DALLAS

If It's a Sign... We Make It!

ALL-BRIGHT SIGN COMPANY

3805 Swiss Avenue Phone 3-0516
DALLAS, TEXAS

Offers Quality-Guaranteed Work
... at Reasonable Prices

We want your 1931 Sign Business. Call
Us for Prices...3-0516.

Profit by our 10 years knowing how.
You are under no obligation to check
and mail us coupon attached below.

All-Bright Sign Co.,
3805 Swiss Ave.,
Dallas, Texas:

Gentlemen:

I am interested in
the kind of signs
checked.

I understand I am
under no obligation.

Neon ☐
Electric ☐
Metal Boards ☐
Wall Signs ☐
Gold Leaf ☐
Highway ☐
Bulletins ☐
Scenic ☐

Firm Name.....

Date and time most convenient to call.....

John E. King

(Continued from page 9)

That was in 1923 when Mr. Coolidge succeeded Mr. Harding, and Mr. King went about his business as night editor of the *News*, speaking in monosyllables and wasting nobody's time, including his own. On January 15, 1925, Mr. King was promoted to managing editor of the *News* and, from then on, the personality has grown progressively expansive. John King talks in sentences now, but still exhibits no great yen for oral self-expression.

A reticent tongue generally means receptive ears and the *News'* managing editor is Dallas' greatest listener. His reputation as such is wide-spread and known particularly to the best self-starting monologists in town. They are attracted to his office as are several non-stop raconteurs of the *News* staff. The amount of talking done by others in John King's office constitutes one of the major impositions of this generation. The host, however, says that he likes it and always learns something. We imagine that he gains useful facts at the rate of one per each 100,000 words. Still, he is a marvel of patience and is accustomed to the more painful methods of education.

This brings us to the statement that John King's silence is only informal. On formal occasion he speaks thoroughly and to the point. He made several radio appearances recently and ran up a batch of fan mail without asking for it. Moreover, he teaches journalism at the Dallas Public Evening School three times a week and has conducted classes at Southern Methodist University. You have to be loquacious under such circumstances.

As a matter of fact, John King had every intention of becoming a Ph.D. and spending his life on some tranquil campus. He began teaching school in 1902 and stayed at it for two seasons before completing his college education. During his last two years in college he was first student assistant instructor in chemistry. In 1908, having just obtained an A. B. degree from Southwestern University in science and mathematics, he taught these subjects in the summer normal at Corsicana. He did so well that Corsicana High School engaged him for the regular terms of 1908 and 1909. Then Big Spring heard about him and offered him a contract as principal of the high school for 1909-10. He also taught in the normal school at Snyder during the summer of 1910. That ended his pedagogical career except for such part-time instruction as he has given at Southern Methodist University and in the night schools. He learned his physics from the late Dr. Robert Stuart Hyer (King Bob) and his chemistry from John Henry Rudy.

The trouble with John King's academic career was the deadly virus of printer's ink. After those weeks at the summer normal in Corsicana in 1908, he took a flyer at press-agentry, acting as advance manager for the Texas Chautauqua Association. He may or may not have been a good exploiter. His company went on the rocks at Port Arthur after a few weeks. John King was stranded—stranded in the genuinely romantic road show manner. He managed to get back to Houston where he looked for a job. The branch office of *The Galveston News* had one for him, as the late J. R. (Dick) Montgomery needed an assistant, to whom he paid \$15 a week. This was agreeable and remunerative work between school terms. In the summer of 1909, after the normal school courses, Mr. King sought another job with *The Galveston News* and the late John R. Hedges offered to hire him as a reporter. The budding professor thought he would like it but was under contract with the Big Spring High School to be its principal for the next year. Mr. Hedges said he was sorry, and told John King to let him know whenever he decided to forsake schools for newspapers. Mr. King let Mr. Hedges know in the summer of 1910 and on July 4th he started to work for A. H. Belo & Company, now the A. H. Belo Corporation. On July 4, 1931, Mr. King will have completed his twenty-first year and his photograph will be unveiled on the walls of *The Dallas News* building. It is an old *Dallas News* custom.

With *The Galveston News*, Mr. King went through the deadly grind of night-work for a morning newspaper, serving successively as reporter, staff correspondent, city editor, telegraph editor and night editor. In December, 1913, he applied for a transfer to the larger Belo newspaper, *The Dallas News*, and dropped one peg in the ranks of the newspaper hierarchy. He went into the slot at *The Dallas News* as telegraph editor. It was some years later that he again acquired the title of night editor. The next step in the succession was managing editor, who has charge of the text matter in the paper, the 500 local correspondents, the telegraph and city staffs, the wire reports and feature services.

This is a man-size job, and when John King works at it, is a mystery. Evidently he takes care of his duties properly for he has handled them for six years. But a day in John King's life, according to all overt evidence, is merely a matter of listening to the other fellow talk. The talkers are waiting for him when he arrives no later than 10 A. M. and are with him when he leaves, anywhere from 8 P. M. to 2 A. M. And he says that he likes them and learns a lot from them.

As the chief executive of a very large

staff, Mr. King has shown unusual metal. He never issues a command and he never administers punishment. If a reporter and *The News* come to the parting of the ways, the reporter usually volunteers to quit. There are some resignations but fewer discharges. Quite subtly Mr. King has made known to his department heads just how far they may go. When a dubious problem arises, the department head defers it to the boss. The slip-ups under this system average about one-tenth of one per cent. He is almost always around to be consulted.

Mr. King's complete mastery of the staff springs from qualities which serve each other admirably. One is the wide range of information without which no man can head a newspaper's editorial department successfully. This knowledge extends from statistics on tap to the location of the railroad station and principal hostelry in any Southwestern town; from the gross business done by Texas manufacturers to the Einstein theory; from last week's United States Steel quotation to today's best soprano. He is also one of the few men in Dallas who can tell you off-hand who is the president of China.

The staff stand in awe at John King's ready store of information and go to him for data because it is easier than looking it up. Also, the staff always defers to his judgment which is eminently conservative with a dash of daring. And last, but not least, he is not an executive who condescends to be friendly. He fraternizes with his staff to such an extent that we don't know why every man on it continues to call him "Mr. King."

Further proof of his gregariousness is his membership in Pentagon Lodge No. 1080, A. F. & A. M.; he is a 32nd degree Scottish Rite Mason and a member of the Hella Temple Shrine. Otherwise he is not much of a joiner. His only club is The Bonehead, in which he is one of the 57 vice-presidents.

And now for John King's vital statistics. He was born on a farm in Erath County on November 7, 1884, therefore lacking seven days of being one year older than the *Dallas News*. He is the son of Mr. and Mrs. Joseph Tillman King, once of Alabama. When John King was less than two years old the family filed on a school section in the Panhandle and has been located in Childress County ever since. Mr. King had his apprenticeship to the hoe and plow at an early age, attending the Childress public schools between crops. He graduated from high school in 1902 and spent one year in Clarendon College and three years at Southwestern University. The rest you know. He has a middle initial. It is "E." We forgot to ask him what it stands for and, you may be sure, he did not offer to tell us.

—JOHN ROSENFELD, JR.

Build Now ...and Save Money!

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Both in materials and labor, the dollar is worth a lot more than it was a while ago.

Present conditions can not last indefinitely. Construction has been below normal for a considerable period, creating an accumulated demand which must be met before long.

If you have planned to build, but "pigeon holed" your plans to wait for better days, don't wait! Better days from the standpoint of efficiency and economy in construction are here now.

Indications are that construction will get back to normal volume before many months. Those who wait to build will rush with the crowd into a market in which costs have advanced.

"Before you build, know steel"

MASHER

**Steel and Machinery Company
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THE Ediphone

... as Necessary and as Convenient
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WHOLESALE MERCHANTS
BUILDING

912 COMMERCE STREET

Space available in units
of 500 to 3000 square feet

The home of scores of wholesalers
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HARRY BENNETT

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We photograph anything anytime

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you
have
fallen



—through neglect
—from the good
graces of friend or
relative, a long
distance tele-
phone call will help
you back to favor.
So fast! So simple!
So cheap!

Harry C. Withers

(Continued from page 9)

"hardboiled," if he expects success on the editorial staff of *The Journal*.

Perhaps the attitude of *The Journal's* managing editor was reached after gaining a thorough understanding of "the reporters' viewpoint." In too many cases today, executives "boss" positions in which they have never worked. But Mr. Withers has been up the line. In capacities ranging from sport writing to city hall reporting he has served.

Mr. Withers is a native of Denton, Texas. He was educated in that town at the Denton High School and at the Calvin Institute. His first newspaper experience was received in Denton, when he entered journalism in 1902. A year later he went to Houston, working on *The Houston Post* until 1904.

In 1904 Mr. Withers joined the staff of *The Dallas Morning News*. He became sport editor during that time and served in that capacity until 1910. During this interval he also was assistant city editor. He became city editor of *The News* in 1911 and when *The Evening Journal* (later *The Dallas Journal*) was founded in 1914, Mr. Withers took up the same position on the new daily. After four years, in 1918, he has made managing editor of *The Journal*, which position he has held ever since.

His experience, however, has not been confined to the city rooms of newspaper offices. He served in the United States Army in the Philippine Islands from 1899 until 1901. Sporting events, particularly baseball, are his hobby. The sporting pages of his paper hold his attention not only as a part of his work, but as a personal interest. Many features, since become extremely popular with readers of *The Journal's* sports section, have been inaugurated as a result of the managing editor's knowledge and interest in the parade of sporting events. And those who pound their daily bit of sporting copy from their typewriters

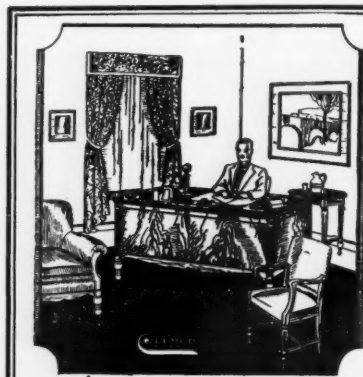
know that their "M. E." will surely see any "boner" they make. Sport copy must be right on *The Journal*—and to the letter, for sporting writers are working for a boss who knows the ins and outs of every event which may appear on their pages.

An exponent of golf personally, Mr. Withers had the foresight of the coming popularity of that great game of the links. This accounted for the early "play" *The Journal* gave to golf when other sports were considered in the limelight of the day's news.

The Editor of the *Journal* has not allowed his paper to be of single appeal, however. When his publication adopted the slogan, "A Good Evening Paper," added interest was taken to make it just that. A goodly budget of features for women and children was provided in *The Journal*.

As in the case of golf, Mr. Withers is quite a follower of bridge—both auction and contract. And again, as with golf, he found that interest in bridge was general. He provides each day several bridge articles, some by National authorities and an added feature by a local writer.

But as *The Journal* is a newspaper metropolitan in style, current news events must take precedence over all other departments. Here the experience as a "leg man" and a desk man aids the Managing Editor of *The Journal* in being a competent executive. Of course, matters of policy and business keep Mr. Withers in his private office most of the time, but when the big news breaks, he becomes more than an executive or "boss." He is then one of the principal cogs in that efficient machine of the editorial department—and at times perhaps the most calm of the excited crowd which functions in putting out the happenings of the day. In other words he is what the newspaper fraternity calls "a working managing editor." The time is not rare when, with "big news" breaking, he is seen peering over the shoulders



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There is a vast difference between yesterday's and today's offices—Your Customers are not indifferent to the fine office idea. Call and see some of the new Clemco suits on display at our salesroom.

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Office Furniture •• Office Supplies

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of various reporters, giving instructions to nonchalant members of the mechanical staffs, advising circulation men, and perhaps sitting down to a convenient typewriter to write a "lead" for the story himself.

The spirit of *The Dallas News* and *The Dallas Journal* perhaps has not been interpreted more fully by any other employee than Mr. Withers. As *The Journal* is an evening paper publishing five editions per day, for circulation in the State as well as the city, reporters might easily pass into a slipshod method of writing, so hurried is their schedule in an effort to put out the days' news to readers as soon as possible. But here the hand of Mr. Withers has written a phrase that has become a by word with reporters. It is reproduced on the assignment sheet (on which newspaper men look each morning for their days' instructions.) It says: "First be SURE you are right—then hurry!"

—ALLEN DUCKWORTH.

...

Allen Merriam

(Continued from page 9)

above. He failed to gain much attention as a corn husker, so consequently he looked about for other realms in which to ply his talents.

As preparation he decided to obtain a college education, entering Kansas State Agricultural College, shortly after he and his family had moved from Illinois to Winfield, Kansas. Mr. Merriam transferred to the University of Kansas but never graduated, primarily, "due to lack of funds to complete the course," he explains.

After withdrawing from school in 1906 he needed a job. The first one that appeared on the horizon was on the *Winfield (Kans.) Free Press*. In return for his efforts as a "cub reporter" in meeting all the trains and collecting "personals," Mr. Merriam received the munificent weekly salary of \$7.

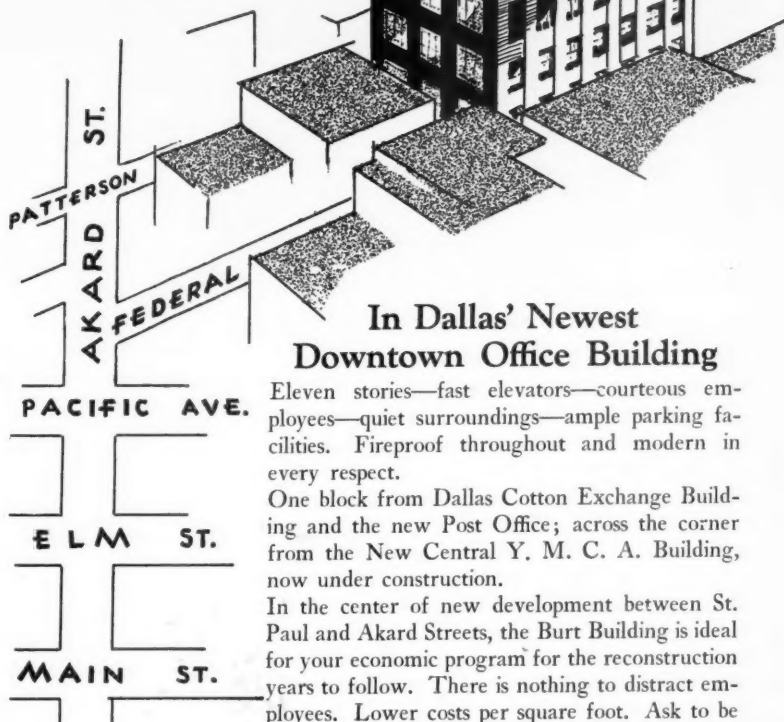
He didn't stay long on this paper but traveled about the country, working on papers in Kansas City, Memphis and New Orleans before coming to Texas in 1912. His first job in this state was in San Antonio, on the *Express* there. He changed to the *San Antonio Light* and was news editor on that paper for seven years.

In February, 1922, he went to work on the telegraph desk at the *Times Herald* and was made managing editor in 1923.

During the seven years on that paper he has had a large part in its development to the present situation, when more columns of news stories are carried each day, than any other paper in Dallas; when it has come to be regarded as the "voice

Lower Priced Offices Same Quality for 1931

4 Short
Blocks
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and
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In Dallas' Newest Downtown Office Building

Eleven stories—fast elevators—courteous employees—quiet surroundings—ample parking facilities. Fireproof throughout and modern in every respect.

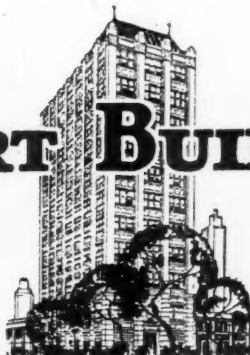
One block from Dallas Cotton Exchange Building and the new Post Office; across the corner from the New Central Y. M. C. A. Building, now under construction.

In the center of new development between St. Paul and Akard Streets, the Burt Building is ideal for your economic program for the reconstruction years to follow. There is nothing to distract employees. Lower costs per square foot. Ask to be shown available offices in this building. No obligation is incurred.

AT ERVAY AND PATTERSON STREETS

PARK WHERE YOU WORK

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Its use to express modern thought to the modern mind still demands that rules of balance, rhythm and harmony are observed.

If you decide to go modern with your advertising and need illustrations or layouts

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JNO. J. JOHNSON



of East Texas;" when its leased wires for telegraph news have more than doubled.

The *Times Herald* managing editor believes devoutly in the phrase that "names make news." His belief is exemplified when it is recalled that his paper carried exclusively, in Dallas, the daily story of the Byrd expedition to the South Pole; the personal stories of Coste and Bellonte; the diary of Andre; the daily column of ex-president Coolidge; and now the weekly articles of Al Smith.

In regard to the last two features, Mr. Merriam is eye to eye with Mr. Coolidge—politically, but he recognized the large personal following of Governor Smith, when he purchased the last feature.

One of the most popular newspaper features in a Dallas paper is the "about town we saw" column, which was adopted for the *Times Herald* by Mr. Merriam. Its success depends upon the above adage that "names make news."

Mr. Merriam is married and has two daughters. The family becomes a "golf widow and two orphans" one afternoon each week, when the managing editor plays around the course at the Lakewood Country Club, of which he is a member.

From other sources it was learned that his average score is 90.

Also, he is a member of the Rotary Club and the East Dallas Christian Church.

He was recently re-elected secretary of the Managing Editors' Association for Texas, and is a captain in the army reserve—though he doesn't employ military tactics on his reportorial staff.

—JIMMIE LOVELL.

♦ ♦ ♦

Lewis W. Bailey

(Continued from page 9)

ly type of the old school. When perplexing problems of policy or otherwise arise he sifts them sanely and carefully—and is seldom wrong.

His staff respects and loves him. There are few editors who know half the men on their papers. There is never a morning that Bailey does not enter the editorial rooms with a smile and "good morning" for every reporter. He kids them. He jokes with them. He accepts their confidences and helps them. He is largely responsible for the 100 per cent loyalty of his staff.

What sort of a man is this Bailey? That is a question many of his readers ask. The answer is this: Know the character of *The Dallas Dispatch* and know its editor.

He is rather slender and walks with the erectness of a military man. His rather thin face is synonymous of thought. At

times he will walk up and down the floor for half an hour. Suddenly he stops and sits at his typewriter. Within a few minutes an editorial is ground out. The next day thousands are stirred by its humaneness and appeal.

Bailey is responsible for *The Dallas Dispatch* Free Milk Fund, one of the most popular charities in Dallas. He spends hours each summer working out plans to supply milk for under-nourished babies in Dallas. All Dallas appreciates this work. Few actually know the man who carries out the idea.

It is advisable that some of the events of this man's life which led to his present position as editor of *The Dallas Dispatch* be written.

Bailey was born in Spring Arbor, Michigan. He doesn't like to name the date. We guess about 48 years ago. His father and both grandfathers were preachers. Young Bailey didn't take to the gospel that way. Following high school days, he went to work as printer's "devil" at the sum of 50 cents per week. Bailey worked hard and the second week was raised to \$1. Later the boss called him into his office.

"Lewis, you're doing nice work, I'm going to raise your salary to \$2 a week."

Bailey felt he was worth a great deal to the organization. He threw out his chest and drew in a deep breath.

"Sir, I am easily worth \$3," he said.

The next day he was looking for a new job.

While still in his teens he taught school. The slender lad rode a bicycle three miles to his classes each day. The work bored him. He was restless. He worked as a printer on various country papers; went to school again and then borrowed enough money to buy a small paper at Waldron, Michigan, the very paper on which he had worked for 50 cents a week. At 19 he owned and published the paper. He was the youngest editor in Michigan at the time.

When 21 he married and soon sold his paper. His first job on a daily was then obtained as reporter on the *Grand Rapids Herald*. Arthur Vandenberg, now United States senator and owner of the paper, was a reporter at the time. Five years later, Bailey was assistant managing editor of the *Detroit Journal*. In 1919 he was connected with NEA in Cleveland, a newspaper syndicate service, when he was employed to edit *The Dallas Dispatch*.

Some of Editor Bailey's ideas of operating a newspaper are as follows:

"A newspaper should be like a next door neighbor to its readers. I am strictly against favoritism in the handling of news stories. Anything that is fit to print

should be published, if it has public interest.

"I object to building a newspaper on tawdry sensationalism. But people, above all, are interested in people. Items involving personalities make interesting news stories.

"Serve the community and help crystalize public opinion."

Bailey's only real physical recreation is playing volley ball at the Athletic Club. This game brings back to him the gang spirit of boyhood days. He says it satisfies the gregarious instinct.

Bailey is married and lives at 5612 East Side Avenue. He has two pretty daughters, of whom he is proud. There is only two reasons for Bailey leaving his desk before 5 P. M.—both of them are his daughters.—EDDIE BARR.

...

Schools to Study Dallas Industries

The Visual Education Department of the Dallas public schools is preparing a set of slides picturing the growth and industries of Dallas. The industries of the city are being asked to finance the cost of the material as well as to furnish photographs suitable for slides. This appears to be a most valuable opportunity for the pupils of the public schools to become more familiar with those enterprises which make up our city, and at the same time an inexpensive opportunity for industries to present themselves visually to the schools of the city.

...

New Pants Factory

One of the most modern pants manufacturing plants in the South opened in Dallas January 15 with more than 50 employees. This plant, the Sidor Pants Manufacturing Company is located at 1007 Jackson street and is owned by John Sidor, for fifteen years connected with the industry in Dallas and St. Louis.

For the past two and a half years Mr. Sidor has been vice president and factory manager for the Dallas Pants Manufacturing Co., manufacturing clothing for the Haggar Co.

Thirty new sewing machines, of the latest design to provide a maximum of safety in operation, are being used. In addition four pressing machines and two cutters have been installed.

The company will manufacture men's and young men's dress trousers and riding pants for the Dallas trade.

Provision has been made for doubling the capacity of the plant in the near future.

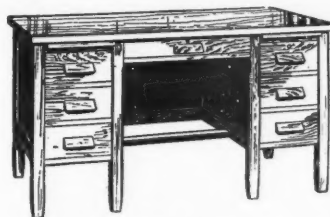
As Desirable as Photographs

PHOTOGRAPHS leave a definite impression on the reader of an advertisement. Just as definite an impression, but much more subtle, is the effect of good typography.

JAGGARS-CHILES-STOVALL, Inc. ADVERTISING TYPOGRAPHY

Used Office Furniture Bought and Sold

CHAIRS, TYPEWRITERS,
SAFES, FILING CABINETS,
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New Office Furniture at Carload Prices

OFFICE EQUIPMENT CO.

Formerly Dallas Printing Company

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712 Elm Street
Phones 2-8026, 2-8027

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HESSE ENVELOPE COMPANY of TEXAS
DALLAS

INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY

405 SECOND AVE. OF AMERICA (INCORPORATED) DALLAS

NOISE!

Noise—the clatter of typewriters, adding machines and other mechanical devices; the shuffling of feet and the hum of dictators' voices grows in intensity in the average office because of hard reflecting surfaces of walls and ceilings.



Noise distraction breaks down nerve resistance, scatters attention that ought to be concentrated, increases blood pressure and is destructive to efficiency.



"Cut out the noise,"—promote healthful, soothing, restful working conditions in your office with

ACOUSTI—CELOTEX

S. W. NICHOLS COMPANY

P. O. BOX 1107 PHONE 3-2166

209-11 EXPOSITION AVENUE

DALLAS, TEXAS

S. W. Nichols Company, P. O. Box 1107, Dallas, Texas.

Gentlemen: Please send me literature and information regarding Acousti-Celotex.

Name _____

Address _____

City _____ State _____

Better Cotton Seed

By JULIAN CAPERS, JR.

One of the most significant steps ever taken in the losing battle which the Southwestern states have been waging with short-staple, low-priced cotton was taken this month at Waco.

A definite plan, worked out by the officials of the Texas Certified Cottonseed Breeders Association, and presented to one of the strongest groups of leaders of agricultural and allied industrial lines ever assembled in Texas, received their unanimous endorsement. These agricultural leaders, including the heads of A. & M. College, the representatives of the Federal and State Departments of Agriculture, the Federal Land Bank, the Texas Bankers' Association, the Texas Cotton Association, and virtually every other influential agricultural agency, issued a public appeal to the people of the Southwest, to place the weight of their influence and assistance behind the working out of this plan.

The plan itself, made possible by a recent reorganization of the Certified Cottonseed Breeders' Association, the formation of a cooperative within their ranks, and the pooling of 99 per cent of the State-certified cottonseed in the world, promises to wipe out within two or three years, the production of "bollies", and short-staple, untenderable cotton in Texas, Oklahoma, Louisiana, and Arkansas. Production of this kind of cotton, which has steadily increased in this territory during the past decade, has cost the Southwest increasing millions of dollars annually, and has impaired the standing which cotton from this territory formerly enjoyed in every cotton market of the world, as the leading producer of fine-staple fiber.

Under the plan, the members of the Texas Certified Cottonseed Association have placed 350,000 bushels of State-certified cotton in 18 Federal warehouses in Texas. The Federal Intermediate Credit Bank of Houston has extended a credit of approximately \$500,000 to the Association on this seed and the seed will be sold to 50,000 or more Southwestern farmers, in lots of 6-bushels each. With this fine, long-staple seed, the farmers will be aided in planting 10-acre seed plots in 1931. Representatives of the Association and the various agricultural agencies of the Southwest, including the county agents, the Cotton Association officials, the A. & M. Extension Service, and others, will supervise the growing of this seed stock, instructing the farmers how to "rogue" the fields, cure the seed, gin it properly, and

preserve the purity of the varieties and the excellence of the seed, so that in 1932, there will be sufficient seed in the hands of each of the 50,000 farmers to plant his entire acreage in high-grade, long-staple cotton.

The assistance of bankers in financing the purchase of these high-quality seed for the "seed blocks", and of the Texas Cotton Association, in placing the seed in the hands of its members, has been enlisted. All the 21 Certified Seed growers in the Association have withdrawn their individual sales representatives from the field, pooled their forces, and the entire pool of seed will be distributed cooperatively, without competitive selling. As a result of the economies effected by this non-competitive marketing system, the State-certified seed will be sold at \$2 per bushel this year, the lowest price in history for this quality of planting seed, and enabling the individual farmer to switch from "bolly" and short-staple cotton to high-priced, long-staple cotton in one season, at a very nominal expense.

Headquarters of the Texas Certified Breeders Association have been opened in Dallas, at 1305 Dallas National Bank Building, in charge of B. A. Stufflebeme, vice president and general manager of the organization, who with other officers, has worked unceasingly for several years to bring about the present cooperative set-up, which will enable the Southwest to make a real fight against short staple cotton for the first time in history.

■ ■ ■

February Convention List

- Feb. 1. Ursuline Academy Homecoming.
- Feb. 1. Y. M. C. A. Hand Ball Tournament.
- Feb. 2-21. Spring Buying Season, Dallas Wholesale Merchants Assn.
- Feb. 4-5. Nehi Bottlers Convention.
- Feb. 5. Convention of Men, Presbyterian Church U. S. A. Southwest Regional Conference, U. S. Junior Chamber of Commerce (Tex.-Okla.-Ark.-La.)
- Feb. 12. Texas Bankers Assn., 5th District.
- Feb. 16-18. Mid-Winter Clinic, Dallas County Dental Society.
- Feb. 16. Georgia State Chamber of Commerce Good Will Trip.
- Feb. 18-19. Grand Opera Season.
- Feb. 18-19. State Convention of P.E.O. Sisterhood.
- Feb. 18. Texas Conservation Assn.
- Feb. 18-20. National Drainage, Conservation and Flood Control Congress.
- Feb. 21-22. Wm. E. Easterwood, Jr. Company Sales Conference.
- Feb. 23-24. Joint Conference Funeral Industry.

The Comfort of Confidence

When illness comes or accident befalls, and you realize your pressing need of all that the science of medicine or surgery can do, there is invariably one doctor, or one surgeon, above all others to whom you turn. Into his care you place your case, cheered by your unlimited confidence in his knowledge, his training and his faithfulness. And in him you sense the accumulated wisdom of generations of physicians and surgeons who have gone before—the living, human embodiment of *materia medica*, come to minister to your distress.

It is the high aim of this printing organization to so serve its clients that, when the time comes to use printing ink, it may merit the same confidence in its knowledge, its training and its faithfulness that your physician and your surgeon have earned; for behind the printing craftsman there is also a background of glorious tradition and a heritage of marvelous achievement.



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**Cannon Ball Towel
Supply Company**

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Everything Furnished in the
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A Complete Banking, Trust and
Investment Service

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Republic National Bank
and Trust Co.
Dallas, Texas

Feb. 25-28. Southern Amateur Athletic
Union—Boys' Basketball Open Tour-
nament.

Feb. 25. Southwest Clay Products Insti-
tute.

Feb. 27. Oakland-Pontiac Dealers Con-
ference.

Feb. 27. Boy Scouts Regional Confer-
ence.

Feb. Southwest Air-Way Co., Regional
Conference.

Feb. Indianapolis Life Ins. Co., Sales
Conference.

Feb. Amateur Billiard Assn. of Amer-
ica, Texas Three-Cushion Tournament.

Feb. Dallas County Council of Parent-
Teachers Assns.

Probably Feb. Texas Concrete Reinforc-
ing Steel Institute.

Probably Feb. Knights of Pythias, Dis-
trict No. 12.

Probably Feb. Master Farmers Banquet.

Probably Feb. Texas Structural Steel
Institute.

...

Grand Opera

(Continued from page 7)

Berlin, Munich, Frankfort, Stockholm,
and in the larger cities of South Amer-
ica.

Some great favorites of the public like
to tell how they flashed into fame in an
hour, but Maria Olszewska takes pride
in the slowness and many disappoint-
ments of her ascent to stardom, now that
her rank as one of the world's greatest
contraltos is assured. John Rosenfield,
Jr., of the *Dallas News*, called her "the
miraculous Maria Olszewska," and de-
clares that "her Ortrud in 'Lohengrin'
two years ago was one of the finest oper-
atic portrayals ever vouchsafed in this
town."

This season Olszewska will sing the
part of Fricka in "Die Walkure."

The biography of Alexander Kipnas,
basso, who has the role of Wotan in "Die
Walkure," is a story of how talent rec-
ognized itself in a muddy little third-class
Ukrainian village, and how resolution
carried it to a triumph on the most cele-
brated stages of the world. He has sung
in both America and Germany, and is a
favorite at Covent Garden, in France
and in South America. Last summer he
was a guest artist at the Paris Opera. He
sang afterwards at the Berlin festival and
at the Bayreuth festival. Finally, after
taking part again in the Munich festival,
he went to Berlin for twelve performances
at the State Opera.

Dallas has always shown a preference
for Wagnerian opera, and for that rea-
son the local grand opera committee se-
lected one of the "Ring series." The com-
mittee, which has made the opera possible
in Dallas for thirteen continuous seasons

It's a **L
O
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G** time

between flats

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FIRESTONES



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between going there and writing
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and cheaper than going. Friend-
lier and easier than writing. Try
it today.



includes, Herbert Marcus, chairman; Eli Sanger, secretary; Harold Abrams, William Howard Beasley, Lester Burchfield, F. F. Florence, W. A. Green, Jr., M. K. Hurst, Levin Jester, Arthur L. Kramer, H. H. Landauer, H. Stanley Marcus, Ray Nesbitt, and D. L. Whittle.

Committees for 1931

(Continued from page 8)

Budget and Finance Committee:

C. L. Norsworthy, Chairman
R. L. Thornton
F. F. Florence
W. A. Green, Jr.
Edward T. Moore

Traffic and Safety Committee:

Henry C. Morris, Chairman
Hugo W. Schoellkopf
J. H. Jenkins
Dr. Norman R. Crozier
W. R. Burns

Psychopathic Hospital Committee:

Murphy Townsend, Chairman
Frank L. McNeny
Senator George C. Purl
Judge F. H. Alexander
R. D. Suddarth
C. A. Mangold
Dr. C. M. Grisby

Committee for Ten-Year Program:

Paul Carrington, Chairman
Mrs. Ella P. Blankenship
Geo. Waverley Briggs
Jno. W. Carpenter
T. M. Cullum
L. O. Donald
F. F. Florence
W. A. Green, Jr.
Edgar S. Hurst
T. E. Jackson
Dr. J. E. Kimball
Frank L. McNeny
M. J. Norrell
C. F. O'Donnell
Elmer Scott
Mrs. Gross R. Scruggs
John J. Simmons
Mrs. Alex W. Spence
R. L. Thornton
Alex F. Weisberg


Committee to Suggest Names for Honorary Membership in the Chamber:

George Waverley Briggs, Chairman
T. M. Cullum
Henry C. Morris

...

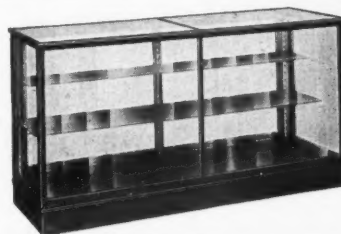
Business Opportunity

The Industrial Department is in touch with a Chicago manufacturing executive who is interested in buying outright or acquiring a controlling interest in some Dallas manufacturing plant. Name will be furnished to anyone interested.



BUY HERE
SAVE MONEY
FILING CABINETS
ASKIEW
OFFICE FURNITURE EXCHANGE
310 N. AKARD STREET 7-1220

Right Here in DALLAS ...a modern factory comparing favorably with any in the country, devoted to the manufacturing of high class SHOW CASES & STORE FIXTURES for all Lines of Merchandise.



From Manufacturer direct to you—at a saving in price and freight

Adleta Show Case & Fixture Mfg. Co.

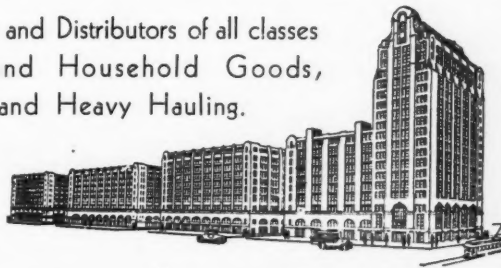
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DALLAS

Telephone 7-6098

Receivers, Forwarders and Distributors of all classes of Merchandise and Household Goods, Machinery Setting and Heavy Hauling.

We have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



Dallas Transfer & Terminal Warehouse Company

Phone 2-7111

Second Unit, Santa Fe Bldg, DALLAS

Est. 1875

Strategically Placed to Act for You

To the advantages that have made Dallas the financial and marketing center of the Southwest, the First National Bank adds the strength of its great resources, the background of more than a half-century of experience and the constant helpfulness of world-wide contacts.

With those advantages this bank is strategically placed to act for you at the business and industrial center of the Southwest.

First National Bank
in Dallas

Resources Over \$100,000,000

Give Liberally ... But Wisely

(Continued from page 11)

and more often than otherwise would be more useful and better appreciated.

Genuine Injury to Advertising Generally

The cause of genuine advertising is actually injured by such publications, because every time a man is sold advertising space that cannot bring reasonable results, he is made more difficult to convert to the benefit of using recognized media. I remember looking over a small merchant's expenditures for advertising. During the previous year he had spent nearly \$1,200 for advertising. *Not a single dollar had been spent for recognized mediums, and he was telling the world that advertising did not pay.*

Necessity of Careful Giving

It is almost as necessary to give wisely as to give. When this truth is recognized and accepted by business generally as a responsibility of the giver, honest and genuine charities will have little difficulty in supporting themselves abundantly, for Dallas spends annually far in excess of the sum necessary for its charitable undertakings if all or most of the money actually went to the causes for which it was given. Remember that Dallas' donation budget is as fixed and limited as the donation budget of the various institutions whose contributions make up the sum total. Of course, it can be expanded in time of great need but then only slightly. To do its full measure of duty there must be no waste for, once gone, the money cannot be replaced. Every time a promoter comes to town and pockets a neat \$1,000 or \$1,500, given by Dallas business for some charitable purpose, there is just that much money less in the donation budget. The point we wish to stress is that Dallas should conserve its supply of charity dollars just as this government conserves the supply of commodities which are limited by passing laws preventing us from wasting them, even though they are our own property. We do not wish to be understood as advocating that giving should be regulated by legislation, although some states have passed laws to prevent the very wastes we are here discussing, but we do suggest that it is an obligation imposed upon every giver to see that his contributions go to legitimate undertakings and not support a plan or scheme which will result in a loss to the community as a whole.

The proper handling of charity presents a real problem, and one which merits careful study by our shrewdest intellects.

A GOD of GOOD PRINTING



Mythology, beautiful and inspiring, tells us that the Latin god, Mercury, gave the gift of language to men. With the power of his caduceus, he made men friendly. The combination permitted exchange of thought and merchandise with speed, permitting a progress more rapid and pleasing.

Direct mail, the modern method of thought and merchandise distribution, inspired by the attributes of Mercury, gives you a sure road to business success.

This year offers another opportunity for you and your business. It is a challenge. Then take it; use printing with an intelligent respect for its power and choose printers who acknowledge its vital importance. Skilled man power of this company distinguishes it in the field of printing. It's yours for the asking.



Southwest Printing Company

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Telephone 2-9224

Conveniently Located in Dallas, Texas, at 917 Camp Street

THE DALLAS MAGAZINE, JANUARY, 1931

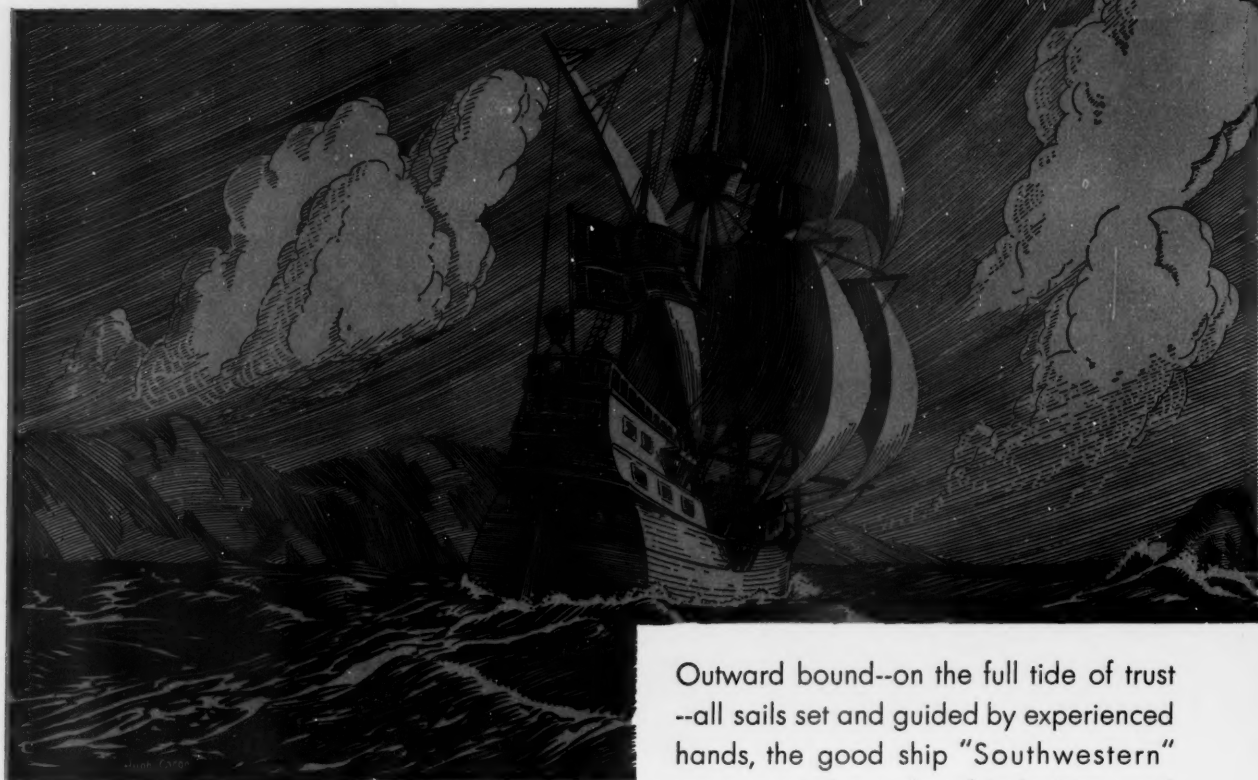
Agricultural Committee

In order to cooperate with the Senior Chamber, the Junior Chamber has appointed a Live Stock Extension and Agricultural Committee under the direction of Dr. H. Taylor Huguley. Men interested in this kind of work will be appointed to work with Dr. Huguley and the board of directors. The Junior Chamber has already shown interest in the 4-H Club by sending boys and girls to the Short Course.

The first meeting of Region Five of the United States Junior Chamber of Commerce will be held in Dallas February 6th and 7th. National President Duward Howes and National Executive Secretary Harry Krusz will attend the entire conference. Cities in the region are sending both Junior Chamber of Commerce representatives and older business men who are interested in learning what the Junior Chamber really is. Arkansas City, Kansas, will be represented. Oklahoma is sending representatives from Ardmore, Bartlesville, Blackwell, Cushing, Henryetta, Miami, Muskogee, Norman, Oklahoma City, Okmulgee, Sapulpa and Tulsa. Texas cities represented are Corpus Christi, Denison, San Antonio, Waco, Wichita Falls. The following named men have been appointed on a committee to work out plans for the conference: John L. Briggs, chairman; Leslie S. Hauger, J. Frank Parker, Jr., Howard Hayden, Sam Kohen, Edward Marcus, Thos. F. Nash, N. A. Easter, Lyman G. Thompson, Bob Webb, Walter Peck, Edgar Giles, E. A. Herzog, and Henry Dorsey, Jr.

When you'd like
to make an out-of-
town telephone
call, don't think
"it's expensive." It
isn't. It's cheap.

THE TURN OF THE TIDE » » TOMORROW



Outward bound--on the full tide of trust --all sails set and guided by experienced hands, the good ship "Southwestern" roars past the rocks of Indecision and on to the Open Sea of Business.

Sailing at the flood, fully manned and well found, there can be but one result for the Voyage of 1931--Success.

Alert and competent "The Business Man's Department Store" is ready to outfit your business ship completely or supply your needs from time to time.

Good Luck and may fair winds blow you again to snug harbor.



The Business Man's
Department Store

THE DORSEY COMPANY

MANUFACTURING STATIONERS, PRINTERS,
LITHOGRAPHERS, OFFICE OUTFITTERS

Commerce , , , , to Jackson , , , , at Poydras

Y